

Note: All questions are compulsory
All questions carry equal marks

Q.1 Case Study

Being a trendsetter has its problem. A pioneer must continuously reinvent itself to retain leadership in terms of product innovation and nurturing its unique selling proposition (USP). In most cases the first advantage is lost as soon as competition sets in. As it happens, in most cases the pioneer loses steam. Moreover competition saves the cost of developing a new market and avoids repeating the mistakes. Nonetheless if a company keeps reinventing itself and plans its moves in advance the reward are visible as has been the case with Seagull Fashions.

This group made the dramatic entry into the Indian footwear market in 1991 by opening up a hitherto non-existent segment, the premium casual footwear market, with its now legendary brand – prints. Now more than a decade later the brand remains on firm ground. It has been able to maintain its niche position while expanding product portfolio by leveraging the prints brand to casual lines of clothes. Rohan, a student of T YBcom says “Owing a pair of prints is the ultimate carving as without it you are not taken as contemporary.”

Questions

- 1) Why being a trendsetter is a problem?
- 2) How Seagull fashions could reap the advantage of competition?
- 3) Why are prints considered contemporary

Q2. Explain how social networking is used in marketing?

15

OR

Q2.A) What are the objectives of pricing

07

Q2.B) Explain the features of CRM

08

Q.3 Explain the brand strategy

15

OR

Q3.A) Explain product innovation and consumer psychology

07

Q3.B) what is product branding

08

Q4. What is meant by product positioning? Explain briefly the positioning strategies.

15

OR

Q4.A) Explain the meaning and importance of target marketing?

07

Q4.B) explain briefly the pricing objectives?

08

Q5. Write short notes on (Any 3)

15

- A. 4 p's of marketing
- B. Skimming the pricing Policy
- C. Market penetration pricing policy
- D. AIDAS
- E. IMC